

3rd Annual Health IT Trade Mission - Brazil

Sao Paulo and Recife - September 26-30, 2016

SAVE
THE
DATE!

Marketing Partnership Opportunities

► Participation in the Health IT Business Development & Technology Mission

The US Commercial Service at the U.S. Consulate General in Sao Paulo Brazil is pleased to announce the 3rd Annual Health IT Trade Mission to Brazil September 26-30, 2016. This high impact business focused mission will enable U.S. companies to showcase their technology to senior-level public and private health care officials and potential partners; learn first-hand about Brazil's emerging health IT market, policies and business opportunities; and contribute to the shaping of a big emerging health IT market.

The program will include exclusive round tables with senior-level hospital officials, business social networking events, technology forum presentations, hospital site visits and participation in the International Congress eSaude and HIS, the Hospital Innovation Show.

► Benefits of Becoming a Marketing Partner

The 3rd Annual Health IT Trade Mission to Brazil is an excellent opportunity to position your company as a leader in the health care space and contribute to strengthening U.S.-Brazil health care cooperation. As a marketing partner, your organization will gain exceptional visibility prior to and during the 5-day mission as this event will be promoted throughout the U.S. international business community and Brazil. Your organization will also be recognized by level (Platinum, Gold, and Silver) through conference program announcements, printed materials, event signage and press releases. Please see the next page for specific benefits broken down by partnership level.

Here's What Our Clients Are Saying:

"The Commercial Service Health IT Trade Mission 2015 was a capstone event, placing attendees in front of key decision makers and leaders in the Brazilian government and health care industry. The Commercial Service is a true partner in every sense of the word."

**Reese Edwards, VP Brazil Int'l Affairs,
UnitedHealth Group**

"The 2015 trade mission allowed for unparalleled access and more importantly instant credibility with representatives from a variety of healthcare institutions, governmental agencies and Universities."

**William Rudman PhD, Executive Director
AHIMA Foundation**

"The Commercial Service Brazil Health IT Missions always provide valuable environment to discuss IT solutions for healthcare needs. I would highly recommend participation in the upcoming Brazil mission to any U.S. company with this vision."

**Marcia Moscatelli, Director for Government
Affairs, Medtronic**

"The 2015 Healthcare IT Trade Mission provided a deep dive into healthcare realities in Brazil. We gained not only valuable insights, but also many qualified contacts to help us pursue market opportunities this year. We're looking forward to the 2016 event!"

**Dr. Thilo Koepfer, VP International,
3M Health Information Systems, Inc.**

Register at: <http://1.usa.gov/1rG77Qr>

For more information: U.S. Commercial Service

Everett Wakai | Everett.Wakai@trade.gov | U.S. Consulate, São Paulo - Brazil | 55-11-3250-5402

Jefferson Oliveira | Jefferson.Oliveira@trade.gov | U.S. Consulate, São Paulo - Brazil | 55-11-3250-5136

Patricia Marega | Patricia.Marega@trade.gov | U.S. Consulate, São Paulo - Brazil | 55-11-3250-5482



Partners



Partnership Levels

Platinum Sponsor: \$15,000

- Recognition as a Platinum sponsor at all mission functions and networking receptions
- Five tickets to the networking receptions and conferences in Sao Paulo and Recife
- Special podium recognition during main events
- Promotional display in premium location at all events
- Company profile/advertisement in program booklet
- Company logo featured on covers of printed booklets, and on-site banners or signage
- Contact list for attendees and supporting organizations
- Recognition in event press release
- Recognition in event promotion email campaigns
- Recognition in e-mail recruitment campaigns
- Recognition during pre-mission webinar

Platinum Sponsor

Gold Sponsor

Gold Sponsor: \$11,500

- Recognition as a Gold sponsor at all mission functions and networking receptions
- Three tickets to the networking receptions and conferences in Sao Paulo and Recife
- Special podium recognition during main events
- Promotional display in prominent location at the conference
- Company profile/advertisement in program booklet
- Company logo featured on covers of printed booklets, and on-site banners or signage
- Contact list for attendees and supporting organizations
- Recognition in event promotion email campaigns
- Recognition in event press release
- Recognition in e-mail recruitment campaigns

Silver Sponsor: \$8,000

- Two ticket to the networking receptions and conferences in Sao Paulo and Recife
- Company profile/advertisement in program booklet
- Company logo featured on covers of printed booklets, and on-site banners or signage
- Contact list for attendees and supporting organizations
- Recognition in event press release

Silver Sponsor

For more information: U.S. Commercial Service

Everett Wakai | Everett.Wakai@trade.gov | U.S. Consulate, São Paulo - Brazil | 55-11-3250-5402

Jefferson Oliveira | Jefferson.Oliveira@trade.gov | U.S. Consulate, São Paulo – Brazil | 55-11-3250-5136

Patricia Marega | Patricia.Marega@trade.gov | U.S. Consulate, São Paulo – Brazil | 55-11-3250-5482



Partners

